**Mike Mardis**

● 3217 W. Balmoral Ave. Unit 1, Chicago, IL 60625 ● Phone: (765)-580-0858 ● e-mail: mikemardis@rocketmail.com ● Portfolio: mikemardis.weebly.com

**OBJECTIVE** To secure a position with a well established organization with a stable environment that will lead to a

 lasting relationship in the field content creation and marketing

**CORE STRENGTHS** Writing / Editing Background Managing Multiple Projects

 Working Knowledge of AP Style MS Office / Adobe Proficiency

 Google Docs / MS Suite Team Management Experience

**EDUCATION** BA Communications / Writing Graduated May 2009

 University of Evansville, Evansville, Indiana

**MARKETING EXPERIENCE**

 ● Lead retail team to raise department sales 30% in 2012

 ● Gained visibility and target demographic knowledge in web department of 14WFIE

 ● Studied, created, and enacted multiple campaigns as member of a collegiate team

 ● Founded Gilda’s Club Youth Project at University of Evansville through targeted campaign

 ● Studied and utilized Google Analytics as sole owner of RayMar LLC

**EXPERIENCE**

 14 WFIE Evansville, IN May 2008-Oct. 2008

 **New Media Producer**

 ● Edited news content for online publication using AP Style

 ● Edited original video and sound for online publication

 ● Reorganized appearance of website using html manipulation

 ● Updated web page with fresh video and text content daily

 ● Managed multiple tasks on hourly deadlines in a fast-paced news environment

RayMar Ventures LLC 2009

**Sole Owner**

● Started LLC venture into online drop-ship retail

 ● Edited and organized all online content for website

 ● Created and maintained operational retail website

 ● Executed market research and advertising for website

Menards Oct. 2009-Jan. 2013

**Department Manager**

● Coordinated multiple team member personalities and strengths to achieve goals

 ● Developed implemented inventory plans to maximize sales and merchandizing solutions

 ● Implemented incentive programs to drive team performance

 ● Maintained relationships with vendors to ensure smooth product turnover

eTechnologies Feb. 2013-May 2013

**Content Writer**

 ● Created and edit original SEO-based web copy

 ● Wrote industry-relevant press releases

 ● Maintained fresh relevant content for over 100 websites

 ● Managed outsourcing of content for over 100 blogs

 DAZ Furniture May 2013-Current

 **SEO Content Manager**

●  Managed and edited all published content for website and blog

                                  ●  Wrote and published original SEO-optimized content

                                  ●  Oversaw social media marketing and outreach

                                  ●  Maintained quality control and optimization of content